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LET'S GO BAJO CAUCA

Promoting entrepreneurship, employment services and a legal economy to improve citizens' quality of life.

OVERVIEW

Let's Go Bajo Cauca contributes to inclusive and sustainable economic growth in the Bajo Cauca region of Antioquia. It does this through the development of agricultural value chains and the entrepreneurial strengthening of non-agricultural businesses. Let's Go Bajo Cauca is implemented through a public-private partnership between USAID, Interactuar Corporation, the Family Compensation Fund of Antioquia (Comfama), Miners S.A. and Miners Foundation S.A.. Together these organizations are contributing USD \$7.13 million, USD \$ 2.49 million of which was contributed by USAID directly and USD \$4.64 million of which was contributed by the private sector. This activity runs from January 2019- September 2023.

PHOTO BY JOHN HEALEY AND USAID/COLOMBIA

COMPONENTS

DEVELOPING AND STRENGTHENING AGRICULTURAL VALUE CHAINS

Let's Go Bajo Cauca develops and strengthens agricultural value chains, especially in the beekeeping and fish farming sectors. The development of these value chains increases regional production and business development, improves access to markets and credit services, and creates new employment opportunities.

CREATING AND SUPPORTING NON-AGRICULTURAL BUSINESSES

Let's Go Bajo Cauca creates and strengthens non-agricultural businesses through technical assistance, commercial connections, and financial and employment services. These businesses generate new market opportunities and contribute to territorial economic development.

PROVIDING EMPLOYMENT AND FINANCIAL SERVICES

Let's Go Bajo Cauca's provides employment services to citizens to prepare them to enter, or re-enter, the work force. The activity also provides companies with financial services needed for their growth and sustainability. Financial and employment services are provided through the activity components explained above.

RESULTS

- Provided employment services to 660 individuals;
- Strengthened 97 non-agricultural enterprises' business development skills;
- Granted USD \$408,000 in loans to entrepreneurs in the Bajo Cauca region; and
- Trained ten associations and 344 agricultural companies in how to develop agricultural value chains.

